



PRESS RELEASE:

**WARA reviews the ratings of
CFAO Motors CI**



**WARA affirms the rating
of CFAO Motors CI at
BBB+; the outlook is
revised to “positive”**

The long-term rating of the car distribution company CFAO Motors CI remains BBB+; the outlook is revised to “positive” from “stable”

Abidjan, 02/08/2015 — **West Africa Rating Agency (WARA)** has affirmed the ratings of **CFAO Motors Côte d'Ivoire (CI)**. On WARA's regional rating scale, the long-term rating of CFAO Motors CI remains “**BBB+**”, in the investment grade category, and its short-term rating stays at “**w-3**”. The ratings reflect the expertise of the company on its domestic market, as well as its healthy financial profile. The outlook has been revised to “**positive**”, taking into consideration the growth potential for sales of new and used cars in the country.

Simultaneously, on its international rating scale, WARA assigns to CFAO Motors CI the following ratings: **iB+/Positive/iw-5**.

The ratings on CFAO Motors CI remain dependent on the company's ability to protect its market share, and on whether the much awaited political stability of the country will remain durable. The rationale behind WARA's ratings and outlook on CFAO Motors CI is that the company manages the distribution of a high-quality portfolio of car brands, which constitutes its main competitive advantage, on a complex and highly competitive market. In addition, CFAO Motors CI displays excellent operating and organizational strength, in terms of car sales, maintenance and repairs. CFAO

Motors CI's human resources are made of qualified professional well adapted to the needs of such a specific market, with service quality as their main driver.

“The ratings on CFAO Motors CI do not carry any uplift from external support factors” says Christelle N'Doua, WARA's lead analyst on CFAO Motors CI. *“However, WARA's opinion as to CFAO Motors CI's creditworthiness takes into consideration the operating support provided by the CFAO Group, its owner, as WARA includes a positive adjustment in the company's rating scorecard”* adds Mrs. N'Doua.

Established in Ivory Coast 42 years ago, CFAO Motors CI commands an important position in the market for new cars in the country. With a workforce of 376 professionals, its turnover stood at 65.8 billion CFA Francs in 2014.

An upgrade of the ratings on CFAO Motors CI will depend on: i) the materialization of the expected partnership with Carrefour, through which CFAO Motors CI could have access to new points of sales and further increase volumes ; ii) the success of its new Toyota showroom, providing the Japanese brand with further impact and helping CFAO Motors CI grow its domestic market share; iii) the natural growth of the market for new cars in Ivory Coast ; iv) the inclusion, with the company's portfolio, of new strong car brands; and v) the incremental growth of the proportion of used cars in the company's revenues.

A downgrade of the ratings on CFAO Motors CI would be the consequence of: i) another political crisis in Ivory Coast, driving the market for new cars down once again; ii) a prolonged loss of CFAO Motors CI's market shares; iii) the loss of distribution agreements with leading brands; or iv) a durable appreciation of the Yen, which weighs on CFAO Motors CI's margins as Toyota cars, the leading brand in Ivory Coast, are paid for in the Japanese currency.

As a matter of reference, WARA considers that the probability of occurrence of the best case scenarios is higher than that of the worst case scenarios in the medium term; in other words, CFAO Motors CI's

current ratings carry more upward potential than downward pressure.

The methodology used by WARA to rate the CFAO Motors CI Group is the credit rating methodology for the industrial and commercial companies, which was published on the 15th of July 2012 (revised in August 2013) and is available on WARA's website (www.rating-africa.org).

Information sources used by WARA to carry out the CFAO Motors CI's ratings are mainly private information obtained during discussions with CFAO Motors CI's management team and subsidiaries in May and June 2015. This information, coupled with publicly available sources, is considered by WARA as satisfactory for conducting CFAO Motors CI's credit rating process.

Finally, WARA states that the credit rating process of CFAO Motors CI was requested and participating, meaning that it was performed upon a request by CFAO Motors CI, and that SIFCA's management actively participated in the discussions with WARA's team of analysts.

CFAO Motors CI's rating of 'BBB+' is 2 notches above the credit rating accepted by the CREPMF to issue debt without a guarantee.

The comprehensive credit rating report is available on request, by e-mail. Contact: infos@rating-africa.org

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